



MCI to launch In Motion 2010 at ABA Marketplace

1/13/2010 12:13:36 PM

Motor Coach Industries (MCI), Schaumburg, IL, will launch its new *MCI In Motion 2010* campaign at the ABA Marketplace January 15 - 19 at National Harbor, MD, which will showcase the new look of the J4500 and E4500 models with the latest passenger-focused advances.

The Peter Pan coach sports a new, custom interior and exterior graphics that are part of this leading operator's rebranding effort. The Lewis Stages coach features a custom interior created in close collaboration with Richard Bizzaro, president of All Resort, parent company of Lewis Stages. MCI says the Peter Pan and Lewis Stages coaches underpin MCI's direction for 2010.

Patricia Ziska, MCI vice president and chief customer officer, says MCI is offering customers more ways to customize their coaches for a competitive edge, such as Wi-Fi and a tailor-made entertainment package, a specific powertrain or a special fabric.

MCI and ZF Industries will sponsor a putting challenge that benefits the ABA Foundation scholarship fund.

All who putt will be entered into a drawing to win one of six iPod Nano players, and those who hit a hole-in-one will be entered to win a generous cash prize.

Golf Pro Joe Bosco, owner and co-founder of the GreenToTee[®] Golf Academy and GTT High Performance Golf, will help players improve their strokes via computer analysis January 16 and 17.

All who enter the MCI gold demonstration coach will receive a free "Get Motorcoachified" entryway decal that offers one of several environmental or travel-related messages.

Join MCI on Sunday, January 17, at 2:30 p.m. for a press conference that will include a tribute to its customers and a \$5,000 check presentation to the Motorcoach Council to help the "Get Motorcoachified" campaign in 2010.